

**Edwards,Michelle**

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**Sent:** Wednesday, April 27, 2016 9:05 AM  
**To:** Edwards,Michelle  
**Subject:** Startup Ladies Update

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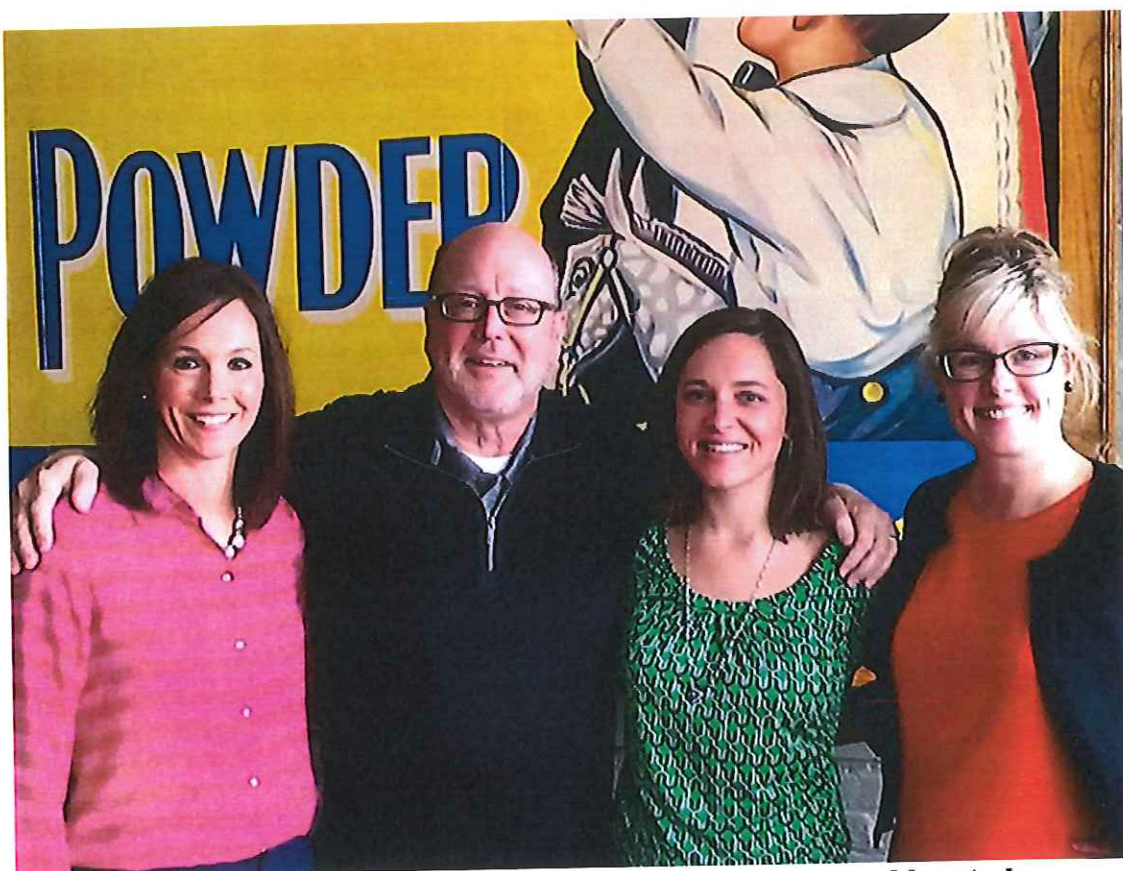
**APR 27 2016**

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- Startup Ladies Terre Haute





## **The Startup Ladies are EXPANDING to Terre Haute!**

Everyone should plan an overnight trip to Terre Haute. I'm not kidding - I just went there for the first time earlier this month and fell in love. Clabber Girl has one of the best coffee shops in the world. The downtown is beautiful and you're surrounded by smart people from Rose-Hulman, Indiana State and St. Mary of the Woods. And while you're there, you must meet Shelley Klingerman. Shelley is an entrepreneur, yogi and Executive Director at Launch Terre Haute. Most importantly, she's our Chief Startup Lady!

Shelley was pretty excited about our initiative to grow the number of women starting up and scaling business here in Indy. So, she reached out and asked how we could grow the movement in Terre Haute. When you're as smart, stylish and connected as Shelley, you take her pretty seriously. So we decided to connect our network to the Terre Haute network. And do they ever have a network...

Gary Morris, the President and COO (gentleman pictured above) of Clabber Girl took some time to meet with Shelley, DNK Presents Founder and Startup Ladies Board Member Danielle Wolter Nolan and myself before our first Meetup in Terre Haute earlier this month. Wait until you hear him talk about 'derivative products.' Tuck that term away - we'll cover that money-maker later this year in Startup Study Hall. We had a very productive conversation about the groundswell of interest in women building business in Terre Haute.



Nearly 50 women showed up for our first Meetup at Launch Terre Haute. And I was delighted to see so many elected officials turn out. Hoping to see some more Dems turn out next time. Making money and building community are such awesome ways to put the politics aside and collaborate together.

Never has there been a period throughout history when there was a greater opportunity to be a woman entrepreneur. If you're in Greater Indianapolis or Terre Haute - now is your moment to plug into the community and resources. Shelley and I want to see you realize that little idea for a scalable business. It's going to be hard work and will probably be the greatest thrill of your life! We'll see you at Startup Study Hall on May 4 and 18. Details below - please register today so you don't have to send me an email about being on the waiting list.

Cheers!

Kristen

Founder, The Startup Ladies



**Thank you** to Executive Mentors, Gerry Dick and Tracy Chen for an AWESOME and memorable Startup Study Hall on set at Inside INdiana Business!



**Startup Study Hall**  
**Aimee Kandrac, Co-Founder,**  
**WhatFriendsDo**

**Date:** Wednesday, May 4

**Time:** 5:30pm-7:15pm

**Location:** TBD

**Topic:** How to choose a revenue model  
(AKA - How does your business make money?)

How do you respond when someone asks "What's your revenue model?" Aimee Kendrac of WhatFriendsDo will help you perfect your elevator pitch and explain quickly to investors just how you are monetizing and scaling your business.

[Register Here \(Indianapolis\)](#)

[Register Here \(Terre Haute\)](#)



**Startup Study Hall**  
**Sunny Lu Williams, VP of Business**  
**Development, Telamon Corporation**

**Date:** Wednesday, May 18

**Time:** 5:30pm-7:15pm

**Location:** Telamon

**Topic:** Sales = Growth

Sales is the lifeblood of a company at every stage. You can begin selling before you have a product that can be seen or touched.

Sales requires a well thought out strategy and incredible discipline. Every person at the company has a role in sales. It's your job to define how everyone sells your product or service from their perspective. Every day.

[Register Here \(Indianapolis\)](#)

[Register Here \(Terre Haute\)](#)

**Monthly Meetup****Host:** All People Yoga Center**Date:** Tuesday, May 24**Time:** 5:30pm-7:30pm**Address:** 1724 E 86th St, Indianapolis, IN 46240**Cost:** \$15

Join The Startup Ladies for a very special Monthly Meetup at All People Yoga Center with Gail Payne! Yoga class will begin promptly at 6pm and wine will be served after class. Gail will lead a discussion about what you need to consider when selling a business.

[Register Here](#)





1st Place - \$40,000

**Elizabeth Caven**

Founder, [UpCraft Club](#)

Des Moines, IA



2nd Place - \$20,000

**Dawn Dickson**

Founder & CEO, [Flat Out of Heels](#)

Miami Beach, FL



3rd Place - \$10,000

**Dr. Agnes Scoville**

Inventor, [Pacidose](#)

St. Louis, MO

**Congratulations, InnovateHer 2016 winners!**

The U.S. Small Business Association has named the winners of InnovateHer 2016!  
Learn more at the [Startup Ladies Blog](#).



**IN Conference for Women 2016**

**Date:** Wednesday, October 26

**Time:** 8am - 4:30pm

**Location:** JW Marriott Indianapolis

Mark your calendar for October 26 and join the largest gathering of women professionals and entrepreneurs in the Midwest! We have dared to dream even bigger and the 5th Annual Indiana Conference for Women is going to be the most informative and exciting yet.

Visit the new website: <http://indianaconferenceforwomen.com/>



### **Startup Lady Dawn Lang Featured on Inside Indiana Business**

Dawn Lang of Safekeeping discussed how The Startup Ladies' unique combination of mentorship, investment opportunities, and "the power of positive connections" helps women entrepreneurs succeed in business.

Watch the interview [here](#)!

Diversity is a competitive advantage. Men and women are invited to attend all events. We look forward to seeing you in May!



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